

CLAIMS

I claim:

1. A method of transmitting an electronic message on electronic letterhead comprising the steps of:
 - generating electronic letterhead from computer-generated artwork;
 - receiving a request to transmit an electronic message from a subscriber to a recipient, said subscriber and recipient each having an associated network addressable electronic message client;
 - combining said electronic letterhead and said electronic message to form a composite electronic message; and,
 - forwarding said composite electronic message to said recipient.
2. The method of claim 1, further comprising the steps of:
 - configuring said subscriber's network addressable electronic message client to transmit electronic messages to an application server;
 - receiving in said application server said electronic message from said subscriber's associated network addressable electronic message client; and,
 - performing said combining and forwarding steps in said application server.
3. The method of claim 1, further comprising the step of:
 - receiving said computer-generated artwork from said subscriber.

- 1 4. The method of claim 1, further comprising the step of:
2 configuring said subscriber's network addressable electronic message client to
3 perform said combining and forwarding steps.
- 1 5. The method of claim 4, wherein said configuring step comprises the steps of:
2 installing a plug-in to said subscriber's network addressable electronic message
3 client, said plug in performing said combining and forwarding steps.
6. The method of claim 4, wherein said configuring step comprises the step of:
substituting default stationery in said subscriber's network addressable electronic
message client with said electronic letterhead.
7. The method of claim 1, further comprising the step of:
associating a hyperlink with said electronic letterhead, said hyperlink comprising
a network address at which marketing information can be accessed by activating said
4 hyperlink.
- 1 8. The method of claim 1, further comprising the steps of:
2 providing access over a computer communications network to said electronic
3 letterhead;
4 accepting user-modifications to said electronic letterhead; and,

5 substituting said user-modified electronic letterhead for said generated electronic
6 letterhead.

1 9. The method of claim 1, further comprising the step of:
2 registering said subscriber, said registration comprising collecting demographic
3 data for said subscriber.

1 10. A system for transmitting an electronic message on electronic letterhead
comprising:
electronic letterhead stored in a database, said electronic letterhead comprising
computer-generated artwork;
a composite message processor for combining received electronic messages
with said electronic letterhead;
a configuration applet for configuring an electronic message client to redirect
transmitted electronic messages to said composite message processor;
9 an message forwarding server configured to forward said composite messages
10 to an electronic message server.

1 11. A machine readable storage having stored thereon a computer program for
2 transmitting an electronic message on electronic letterhead, said computer program
3 comprising a routine set of instructions for causing the machine to perform the steps of:
4 generating electronic letterhead from computer-generated artwork;

5 receiving a request to transmit an electronic message from a subscriber to a
 6 recipient, said subscriber and recipient each having an associated network addressable
 7 electronic message client;
 8 combining said electronic letterhead and said electronic message to form a
 9 composite electronic message; and,
 10 forwarding said composite electronic message to said recipient.

1 12. The machine readable storage of claim 11, further comprising the steps of:
 2 configuring said subscriber's network addressable electronic message client to
 3 transmit electronic messages to an application server;
 4 receiving in said application server said electronic message from said
 5 subscriber's associated network addressable electronic message client; and,
 6 performing said combining and forwarding steps in said application server.

7 13. The machine readable storage of claim 11, further comprising the step of:
 8 receiving said computer-generated artwork from said subscriber.

1 14. The machine readable storage of claim 11, further comprising the step of:
 2 configuring said subscriber's network addressable electronic message client to
 3 perform said combining and forwarding steps.

1 15. The machine readable storage of claim 14, wherein said configuring step
2 comprises the steps of:

3 installing a plug-in to said subscriber's network addressable electronic message
4 client, said plug in performing said combining and forwarding steps.

1 16. The machine readable storage of claim 14, wherein said configuring step
2 comprises the step of:

3 substituting default stationery in said subscriber's network addressable electronic
message client with said electronic letterhead.

1 17. The machine readable storage of claim 11, further comprising the step of:
2 associating a hyperlink with said electronic letterhead, said hyperlink comprising
3 a network address at which marketing information can be accessed by activating said
4 hyperlink.

1 18. The machine readable storage of claim 11, further comprising the steps of:
2 providing access over a computer communications network to said electronic
3 letterhead;
4 accepting user-modifications to said electronic letterhead; and,
5 substituting said user-modified electronic letterhead for said generated electronic
6 letterhead.

- 1 19. The machine readable storage of claim 11, further comprising the step of:
2 registering said subscriber, said registration comprising collecting demographic
3 data for said subscriber.

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